

## ORDER



**WKYC**

<b>Orders</b>	<b>Order / Rev:</b>	<u>698497</u>	 <b>WKYC</b>	
	Alt Order #:	<u>06224573</u>		
	Product Desc:	<u>CROSSROADS GPS</u>		
	Estimate:	<u>974</u>		
	Flight Dates:	<u>09/11/12 - 09/15/15</u>		
	Original Date / Rev:	<u>09/24/12 / 09/24/12</u>		
	Order Type:	<u>Political</u>		
<b>Agency</b>	<b>Name:</b>	<u>Mentzer Media Services/ POL</u>	<b>Primary AE:</b>	<u>Joe Knauer</u>
	Buying Contact:	<u>John Flynn</u>	<b>Sales Office:</b>	<u>T-WAS</u>
	Billing Contact:	<u>600 Fairmount Ave. Suite 306</u>	<b>Sales Region:</b>	<u>NAT</u>
		<u>Towson, MD 21286</u>	<b>Billing Type:</b>	<u>Cash</u>
			<b>Billing Calendar:</b>	<u>Broadcast</u>
			<b>Billing Cycle:</b>	<u>EOM/EOC</u>
			<b>Agency Commission:</b>	<u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<u>Crossroads GPS</u>	<b>New Business Thru:</b>	
	Demographic:	<u>A25-54</u>	<b>Order Separation:</b>	<u>00:15:00</u>
	Product Codes:	<u>IS-Candidate/Presidential,IS-Candidate/</u>	<b>Advertiser External ID:</b>	
	Priority:	<u>P-3</u>	<b>Agency External ID:</b>	
	Revenue Codes:	<u>AGY, GEN, POL</u>		

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	81	\$74,100.00	\$62,985.00	September 2012	81	\$74,100.00	\$62,985.00	0.00
					Totals	81	\$74,100.00	\$62,985.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Order / Rev: 698497  
Alt Order #: 06224573  
Flight Dates: 09/11/12 - 09/15/15

Advertiser: Crossroads GPS  
Product Desc: CROSSROADS GPS WKYC  
Estimate: 974

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																															
5	WKYC	09/11/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	4	\$850.00	P-5	0.00	NM	3	\$2,550.00																															
<b>1 X PER DAY</b>																																														
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																									
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3	WKYC	09/10/12-09/16/12	M-F 730-8p	730-8p	-TWThF----	:30	(\$850.00)	0.00	NM																																					
See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game]																																														
6	WKYC	09/11/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$575.00	P-5	0.00	NM	8	\$4,600.00																															
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Week: 09/10/12	09/16/12	-TWTF--	8	\$575.00	0.00																																									
7	WKYC	09/11/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS-	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00																															
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8	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$550.00	P-5	0.00	NM	2	\$1,100.00																															
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Week: 09/10/12	09/16/12	-----S-	2	\$550.00	0.00																																									
9	WKYC	09/15/12	09/16/12	SS 9-1030a Channel 3 News 9am	CM	9a-1030a	Sa/Su	-----SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00																														
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Week: 09/10/12	09/16/12	-----SS	2	\$600.00	0.00																																									
10	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00																															
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Week: 09/10/12	09/16/12	-----S	2	\$650.00	0.00																																									
11	WKYC	09/17/12	09/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$700.00	P-5	0.00	NM	2	\$1,400.00																															
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Week: 09/17/12	09/23/12	M-----	2	\$700.00	0.00																																									
12	WKYC	09/17/12	09/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$525.00	P-5	0.00	NM	2	\$1,050.00																															
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Week: 09/17/12	09/23/12	M-----	2	\$525.00	0.00																																									
13	WKYC	09/17/12	09/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00																															
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Week: 09/17/12	09/23/12	M-----	1	\$1,400.00	0.00																																									
14	WKYC	09/17/12	09/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00																															
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Week: 09/17/12	09/23/12	M-----	1	\$2,400.00	0.00																																									
15	WKYC	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$575.00	P-5	0.00	NM	2	\$1,150.00																															
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Week: 09/17/12	09/23/12	M-----	2	\$575.00	0.00																																									
16	WKYC	09/11/12	09/11/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00																															
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Week: 09/10/12	09/16/12	-T-----	2	\$350.00	0.00																																									
17	WKYC	09/12/12	09/13/12		CM	9a-10a	--WT---	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00																															

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Alt Order #: 06224573  
Flight Dates: 09/11/12 - 09/15/15

Advertiser: Crossroads GPS  
Product Desc: CROSSROADS GPS WKYC  
Estimate: 974

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>M-F 9-10a Today II</b>															
<b>Today Show II</b>															
<b>1 X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	-- W---			2	\$350.00		0.00						
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>			<b>Start/End Time</b>									
1	NKYC	09/10/12-09/16/12	M-F 9-10a Today II			9a-10a									
See MG 17.3 [nbc new cut-in - jh]															
3	NKYC	09/15/12-09/15/12	Sat 9-1030a			9a-1030a									
(M) MG for 17.1 09/12															
18	WKYC	09/14/12	09/14/12	M-F 9-10a Today II	CM	9a-10a		:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	--- F--			2	\$350.00		0.00						
19	WKYC	09/11/12	09/14/12	Nightly News	CM	M-Su 6:28p-7p	- TWTF--	:30	4	\$2,400.00	P-5	0.00	NM	4	\$9,600.00
Nightly News															
<b>1 X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	- TWTF--			4	\$2,400.00		0.00						
20	WKYC	09/11/12	09/14/12	M-F 7-730p	CM	7-730p	- TWTF--	:30	4	\$950.00	P-5	0.00	NM	3	\$2,850.00
Channel 3 News at 7P															
<b>1 X PER DAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	- TWTF--			4	\$950.00		0.00						
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>			<b>Start/End Time</b>									
4	NKYC	09/10/12-09/16/12	M-F 7-730p			7-730p									
See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game]															
21	WKYC	09/13/12	09/13/12	Thu Prime C	CM	10-11p	--- T --	:30	1	\$2,200.00	P-3	0.00	NM	3	\$4,000.00
Thu Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	--- T---			1	\$2,200.00		0.00						
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>			<b>Start/End Time</b>									
1	NKYC	09/10/12-09/16/12	Thu Prime C			10-11p									
See MG 21.2,21.3,21.4															
2	NKYC	09/15/12-09/15/12	Nightly News			M-Su 6:28p-7p									
(M) MG for 5.3,20.4,21.1															
3	NKYC	09/15/12-09/15/12	Sat 7-8p			7-8p									
(M) MG for 5.3,20.4,21.1															
4	NKYC	09/15/12-09/15/12	Sat 7-8p			7-8p									
(M) MG for 5.3,20.4,21.1															
22	WKYC	09/15/12	09/16/12	EN (Sa-Su)	CM	6P-7P Sa/Su	---- SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
Early News (Sa-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	---- SS			2	\$600.00		0.00						
23	WKYC	09/16/12	09/16/12	Su 12-1230p	CM	12-1230p /Su	----- S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
Channel 3 News at Noon Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12	----- S			1	\$300.00		0.00						
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>			<b>Start/End Time</b>									
1	NKYC	09/10/12-09/16/12	Su 12-1230p			12-1230p /Su									
See MG 23.2 [Prgm Change]															
2	NKYC	09/14/12-09/14/12	M-F 5-6a			5a-6a									
(M) MG for 23.1 09/16															
24	WKYC	09/16/12	09/16/12	Football Night in America	CM	Various	----- S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Football Night In America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Order / Rev: 698497  
 Alt Order #: 06224573  
 Flight Dates: 09/11/12 - 09/15/15

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS WKYC  
 Estimate: 974

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	WKYC	09/16/12	09/16/12	Football Night in America	CM	Various	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
<u>Football Night In America</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S 1 \$4,000.00 0.00															
25	WKYC	09/17/12	09/17/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
<u>Today Show</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 2 \$600.00 0.00															
26	WKYC	09/17/12	09/17/12	M-F 9-10a Today II	CM	9a-10a	M-----	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
<u>Today Show II</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 2 \$350.00 0.00															
27	WKYC	09/17/12	09/17/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
<u>Channel 3 News at 7P</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$950.00 0.00															
28	WKYC	09/17/12	09/17/12	M-F 730-8p	CM	730-8p	M-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
<u>Entertainment Tonight</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$850.00 0.00															
29	WKYC	09/17/12	09/17/12	LN (M-Su)	CM	11P-1135P	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Late News (M-Su)</u>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$1,800.00 0.00															
Totals													81 \$74,100.00		